

Synergy Gym6

The Go-to-market Principals Of Market Fitness Preparation



Gym6 Seminar

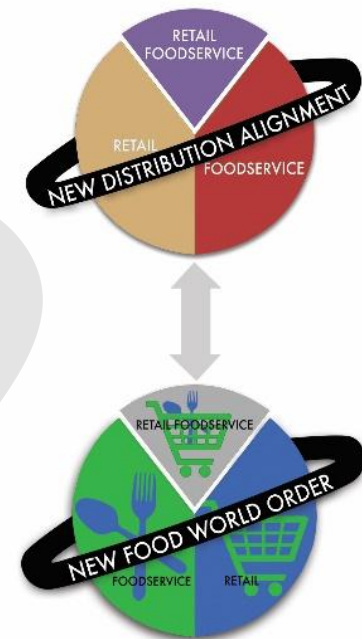
- Whatever role you play in the retail or foodservice supply chains - manufacturer, distributor, sales agency, or operator - Retail Foodservice should have you thinking about your go-to-market strategy.
- Whether you saw it coming, are just getting involved or waiting to see how it shapes up, Retail Foodservice has caused a major shift in go-to-market strategy planning and the resulting expectations.
- “Push” meets “Pull” go-to-market realignment ensures Gym6 will help you understand the basic supply chain alignment strategy and help you attain “speed to market” accuracy in the race to gain and keep market share.



Push-Pull Dynamics Are Critical Factors as Retail Foodservice Creates a New Food World Order

Impact on manufacturers and their operating partners throughout the supply chain has been significant.

- Many businesses are re-thinking or re-configuring their go-to-market strategies as they relate to growth needs.
- Retail Foodservice has created a new food world order of leaders and laggards and impacted the way manufacturers, operators, and others in both supply chains are reacting.
- A focused approach is needed to understand Retail Foodservice and its inevitable breakaway from traditional retail or foodservice vertical marketing to one that is now a horizontal effort to grow your business.



Synergy Defines Retail Foodservice and the Baseline Approach Needed to Capitalize on New Opportunities

Amazon, Walmart, Kroger, AliBabba, and Costco, along with other international participants, will define growth benchmarks relying on “pull” to capitalize on “push.”

- If “market fitness” has become the buzz in your boardroom in order to get your business focused on its go-to-market fitness as one that will transcend the company’s growth culture in a Retail Foodservice world, you are not alone.
- Being prepared to compete in the race for market sustainability through operator penetration and customer acceptance is now the price of admission. For manufacturers, operators, and others in this supply chain second place is not an option.



Growth and Change Requires Discipline and Commitment

A successful “growth and change” strategy depends on “top down” commitment.

- From the boardroom to financial planning, strategic management, and logistics management, all must be on the same page when committing to Retail Foodservice.
- From preparation to strategy planning and execution, Synergy Gym6 defines the baseline for those in the supply chain, giving them the advantage of learning how horizontal integration will drive performance goals.



The Basic Principles of Market Fitness in the New Food World Order

Connecting the unconnected dots in the supply chain needs pragmatic vision and stick to it commitment in order to build the horizontal go-to-market approach that advances the “push/pull” model.

- Due to pace of change and demands on growth performance, many manufacturers, distributors, and operators still have tunnel focus on the vertically integrated retail and foodservice channels.
- Meeting sales quotas has become the only driving force in “go-to-market” growth platforms. This strategy no longer works in a three channel, vertically established marketplace. This is an integrated marketplace after the convergence of two legacy channels to create a third.



The Basic Principles of Market Fitness in the New Food World Order



- Today, sales plans must consider three channels, and still, they may not connect all the go-to-market “push/pull” dots leaving many manufacturers not seeing or recognizing the sales potential of Retail Foodservice.
- It is time to focus on the new reality and make the required “go-to-market” adjustments needed to remain competitive and relevant in this new food world order.
- Synergy Gym6 principles of market fitness enhance growth perspective and emphasize the sales potential and performance challenges the new food world order has created.

Introducing Gym6 Retail Foodservice “Push/Pull” Market Fitness Principles

A “focused” look at the supply chain will “connect the unconnected dots” in Retail Foodservice.

- 1. Basic Training-** Take the initial steps towards understanding market change and effectively identifying strategic growth objectives.
 - *SWOTT preparation
 - *Situation analysis
- 2. Preparation Training-** Identify the greatest competitive advantages you possess to meet new market dynamics and newly created competitive challenges and opportunities.
- 3. Cross Training-** Acknowledge the need for flexibility to maintain your pricing and targeting market positions, and the balance required to create a competitive and marketable point of difference.

Introducing Gym6 Retail Foodservice “Push/Pull” Market Fitness Principles

Synergy Gym6 basic disciplines ensure the horizontal pathway provides a stable growth foundation by identifying performance gaps in the new go-to-market strategy.

- 4. Endurance Training-** Recognize that the marketing, sales, and communications efforts, enabling you to stay in the market long enough to satisfy brand growth, sales performance, and revenue projections, may change.
- 5. Target Training-** Streamline target account profiles to focus on consumer shopping patterns and operator buyer focus. The new go-to-market strategy must remain relevant to build a successful growth foundation.
- 6. Wait training-** More important than many realize is recognizing that not waiting long enough may have you entering the market too early and missing a market access opportunity.
*Enter the market too late or with poor preparation will have your competition thanking you as they capitalize on your bad timing.

Basic Training

Take the initial steps towards understanding market change to identify strategic growth objectives.

- Apply experience and expertise
- Define objectives
- Gain firm understanding of goals
- Draft a timeline
- Recognize cultural challenges of growth and change
- Define competitive shortfalls
- Prepare a SWOTT analysis brief
- Prepare a situation analysis



Preparation Training

Identify the greatest competitive advantages you possess to meet new market dynamics and new competitive challenges and opportunities.

- Initiate tactical requirements
- Identify market trends
- Recognize competitive trends
- Define consumer lifestyles and workstyles pertinent to your growth objectives
- Define shifts in category structure
- Define opportunities in market diversity
- Define best product development options
- Define social media communications venues



Cross Training

Acknowledge the need for flexibility to maintain your pricing and targeting market positions, and the balance required to create a competitive and marketable point of difference.

- Define distribution source
- Determine new sales source alignment
- Define procurement opportunities
- Refine co-marketing potential
- Define co-packer potential
- Establish packaging diversity
- Know menu trends



Endurance Training

Recognize that marketing, sales, and communications efforts, enabling you to stay in the market long enough to satisfy brand growth, sales performance, and revenue projections, may change.

- Define promotion activity
- Refine merchandising campaigns
- Know operator seasonal objectives
- Define sell through marketing strategy
- Engage social media communications venues



Target Training

Streamline target account profiles to focus on the consumer shopping patterns and operator buyer focus. The new go-to-market strategy must remain relevant to build a successful growth foundation.

- Identify geographic market reach options
- Define consumer needs priorities
- Evaluate alternative market opportunities within segments or categories
- Investigate competitive influences
- Create growth trajectory



Wait Training

More important than many realize is recognizing that not waiting long enough may have you entering the market too early and missing a market access opportunity.

*Enter the market too late or with poor preparation will have your competition thanking you as they capitalize on your bad timing.

- Evaluate market entrance timing
- Define competition strengths and weaknesses
- Review endurance strategy
- Review preparation strategy
- Define market share gains and losses



What You Can Do to Capitalize on This Fast Growing Market Channel

8 areas of concentration:

1. Re-configure your category management product offerings in your sales collateral, web site, and sales training.
2. Ensure your products are in line with retail and foodservice operators' day-part offerings.
3. Align products by cuisine profiles... flavor infusion, regional cultural and ethnic heritage.
 - ie. Asian, Cajun, Hispanic, African, Italian, Soul Food
4. Look to lifestyles and workstyles, buying habits, and purchasing patterns for product development and distribution.

What You Can Do to Capitalize on This Fast Growing Market Channel

8 areas of concentration:

5. Ensure your corporate brand is sound. This channel will be a combined retail and foodservice strategy.
6. Ensure your products are in line with those being offered at restaurant buffets or “all you can eat” buffet models.
7. Adjust your go-to-market “product category” rosters to be in line with retail and foodservice menus.
8. Know the operators’ “Consumer Profiles” so offerings align with their lifestyle shopping patterns.



What You Can Expect When You Complete Gym6 Basic Training

- Speed-to-market efficiency
- Cost effective budgeting
- Contact influence optimization
- Message cohesiveness
- Dynamic course of action planning
- Razor sharp competitive edge
- Laser focused market targeting
- Measurable performance